

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A mobile marketing method ~~comprises~~ comprising:
~~a mobile marketing server, capable of communication with a plurality of mobile user terminals;~~ generating content for distribution to a processing target user terminal of ~~said a~~ plurality of mobile user terminals, based on an action log, which includes a positional information of ~~the~~ said processing target user terminal and amount of time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal and distributing said content thus generated to said processing target user terminal;

wherein the content is generated by a mobile market server that is capable of communication with said plurality of mobile user terminals.

2. (Original) A mobile marketing method according to claim 1, whereby said mobile marketing server selects as a processing target user terminal a user terminal of said plurality of user terminals having an action log and a user attribute satisfying any one of a plurality of pre-established distribution rules.

3. (Original) A mobile marketing method according to claim 2, whereby said mobile marketing server selects as a processing target user terminal a user terminal that is a source of information request notification.

4. (Original) A mobile marketing method according to claim 1, whereby said user terminal sends its positional information to said mobile marketing server, and
said mobile marketing server, based on a position sent from said user terminal, manages an action log of said user terminal.

5. (Original) A mobile marketing method according to claim 1, whereby a position detection means carried by said user of said user terminal sends a positional information of said user terminal to said mobile marketing server, and said mobile marketing server manages an action log of said user terminal based on a positional information sent from said position detection means.

6. (Original) A mobile marketing method according to claim 1, whereby said user terminal sends its characteristic identifier, and said mobile marketing server manages an action log of said user terminal based on said received positional information and identifier of said user terminal.

7. (Original) A mobile marketing method according to claim 1, whereby said mobile marketing server

manages an action log, which includes positions of each one of said user terminals and times at which said respective user terminals existed at said positions,

analyzes, when an analysis request is received from an analysis terminal, a behavior of said user terminal based on said managed action log, and sends analysis results to said analysis terminal.

8. (Original) A mobile marketing method according to claim 7, wherein said analysis request includes a content ID, whereby said mobile marketing server

manages a distribution log, which includes an identifier of a user that is a distribution destination, said distributed content ID and time of distribution of content, and

when there is notification of an analysis request, which includes said content ID, from said analysis terminal, analyzes a change in a user terminal behavior when content having said content ID is distributed, based on said manage action log and distribution log.

9. (Original) A mobile marketing method according to claim 1, wherein said user attribute includes a user age and gender.

10. (Currently Amended) A mobile marketing system comprising a mobile marketing server, capable of communication with a plurality of mobile user terminals, which generates content to be distributed to a processing target user terminal of said plurality of said processing target user terminals, based on an action log, which includes a positional information of the processing target user terminal and amount of time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal, and distributing said generated content to said processing target user terminal,

wherein said user terminal comprises a display unit, which displays content distributed thereto from said mobile marketing server.

11. (Original) A mobile marketing system according to claim 10, wherein said mobile marketing server comprises:

means for generating content to be distributed to said processing target user terminal, based on an action log, which includes a positional information of said processing target user terminal and a time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal;

means for distributing content, which distributes content generated by said content generation means to said processing target user terminal,

wherein said user terminal comprises an information receiving means, which receives content distributed from said mobile marketing server and displays said content on a display unit.

12. (Original) A mobile marketing system according to claim 11, wherein said mobile marketing server further comprises a distribution rule database, into which are registered a plurality of distribution rules, which include a user terminal action condition, a user attribute condition, and a content ID,

wherein said content generation means sets as a processing target user terminal a user terminal having an action log and user attribute that match any one of the distribution rules registered in the distribution rule database among a plurality of user terminals, and generates

content to be distributed to said processing target user terminal based on a content ID contained in said distribution rule and matching said action log of and attribute of said processing target user terminal.

13. (Original) A mobile marketing system according to claim 12, wherein each said user terminal comprises an information requesting means, which gives notification of an information request to said mobile marketing server,

wherein said content generation means sets as a processing target user terminal a user terminal that was a source of said information request notification, and generates content for distribution to said processing target user terminal, based on a content ID in said distribution log matching said action log of and attribute of said processing target user terminal.

14. (Original) A mobile marketing system according to claim 11, wherein each said user terminal comprises a position detection means, which detects a position of said each one of said user terminals and a position notification means, which gives notification to said mobile marketing server of a position detected by said position detection means,

and wherein said mobile marketing server comprises an action log database and an action log registering means, which registers into said action log database an action log, which includes a positional information, of which notification was made from said user terminal, an identifier of the source of said notification, and the time of notification.

15. (Original) A mobile marketing system according to claim 11, further comprising a position detection means, which is carried by a user of said user terminal, and which detects a position of said user terminal and notifies as mobile marketing server, wherein

said mobile marketing server comprises an action log database and an action log registering means, which registers into said action log database an action log, which includes a positional information, of which notification was made from said user terminal, an identifier of the source of said notification corresponding to said position detection means of said source of notification, and the time of notification.

16. (Original) A mobile marketing system according to claim 11, further comprising a terminal-resident position detection means, which is carried by a user of said user terminal, and which sends an identifier characteristic of said user terminal, wherein said mobile marketing server comprises an infrastructure-resident position detection means, which detects a position of said user terminal, based on received position of an identifier sent from said terminal-resident position detection means, an action log database, and an action log registering means, which registers into said action log database an action log, which includes a position detected by said infrastructure-resident position detection means, an identifier received by said infrastructure position detection means, and the time of reception of said identifier.

17. (Original) A mobile marketing system according to claim 10, further comprising:
an analysis terminal, which notifies said mobile marketing server of an analysis request and which displays analysis results send from said mobile marketing server,
wherein said mobile marketing server manages an action log, which includes a position of said user terminal and a time at which said user terminal existed at said position, and which also, upon notification of an analysis request from said analysis terminal, analyzes a behavior of a user terminal, based on said managed action log, and sends analysis results to said analysis terminal.

18. (Original) A mobile marketing system according to claim 17, wherein said analysis request includes a content ID, and
said mobile marketing server manages an action log, which includes a content ID of distributed content, an identifier of said user terminal of content distribution, and a time of distribution, and, upon notification of an analysis request including a content ID from said analysis terminal, analyzes a change in a behavior of a user terminal at the time of distribution of content of said content ID, based on said managed action log and distribution log, and sends analysis results to said analysis terminal.

19. (Original) A mobile marketing system according to claim 18, wherein said mobile marketing server comprises:

an action log database, into which is registered an action log, which includes positions of each user terminal and times at which said user terminals existed at said positions;

a distribution log database, into which is registered a distribution log, which includes content IDs of a distributed content, identifiers of user terminal, which being a destination of said distribution, and times of said distributions; and

means for analysis, which, upon notification of an analysis request including a content ID from said analysis terminal, analyzes a change in a behavior of a user terminal at the time of distribution of content having said content ID, based on the contents of said action log database and said distribution log database, and sends analysis results to said analysis terminal.

20. (Original) A mobile marketing system according to claim 17, wherein said analysis terminal comprises:

an analysis requesting means, which notifies said mobile marketing server of an analysis request, which includes a content ID; and

an analysis results receiving means, which receives analysis results from said mobile marketing server and displays analysis results on a display unit.

21. (Original) A mobile marketing system according to claim 10, wherein said user attributes includes the age and gender of a user.

22. (Currently Amended) A mobile marketing server comprising:

a content generation means, which generates content to distribute to a processing target user terminal of a plurality of user terminals with which it can communicate, based on an action log, which includes a positional information of the processing target user terminal and amount of time at which said processing target user terminal existed at said position, and a user attribute of a user of said processing target user terminal; and

a means for distributing content generated by said content generation means to said processing target user terminal.

23. (Original) A mobile marketing server according to claim 22, further comprising:

an action log database, into which is registered an action log, which includes positional information of said user terminals and times at which said user terminals existed at said positions;

a distribution log database, into which are registered content IDs of distributed content, identifiers of user terminals to which distribution was done, and times of distributions; and

an analysis means, which, upon notification from an analysis terminal of an analysis request, which includes a content ID, analyzes a change in a behavior of a user terminal at a time of distribution of content of said content ID, based on contents of said action log database and said distribution log database, and which sends analysis results to said analysis terminal.

24. (Cancelled)

25. (Original) An analysis terminal comprising:

an analysis request notification means, which notifies a mobile marketing server of an analysis request; and

an analysis result receiving means, which receives analysis results sent from said mobile marketing server and displays said results on a display unit;

wherein the analysis results are based upon analysis items and analysis conditions that are input from the analysis terminal.

26. (Currently Amended) A program for causing a computer for a mobile marketing server to perform processing so as to generate content to be distributed to a processing target user terminal among a plurality of user terminals capable of communication with said computer, based on an action log, which includes a position of said processing target user terminal and a amount of time at which said processing target user terminal existed

at said position, and a user attribute of a user of said processing target user terminal, and processing so as to distribute said generated content to said processing target user terminal.

27. (Original) A program according to claim 26, which further causes said computer for a mobile marketing server to perform processing so as to manage an action log, which includes positions of said user terminals and times at which said user terminals existed at said positions, and a distribution log, which includes content IDs of distributed content, identifiers of a user terminal distribution source, and times of content distribution, wherein upon notification from said analysis terminal of an analysis request including a content ID, processing is performed to analyze a change in a behavior of a user terminal at the time of distribution of content of said ID, based on said managed action log and said managed distribution log.

28. (Original) A mobile marketing method according to claim 2, further comprising means for said mobile marketing server receiving a request for a distribution rule change from an analysis terminal and changing a distribution rule.